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16 Michael Grecco Productions, Inc.

17 IN THE UNITED STATES DISTRICT COURT
18 FOR THE CENTRAL DISTRICT OF CALIFORNIA

19 MICHAEL GRECCO
20 PRODUCTIONS, INC.,

21 Plaintiff,

22 v.

23 TIKTOK, INC.,

24 Defendant.

25 Civil Action No. 2:24-cv-04837-FLA-
26 MAR

27 **PLAINTIFF'S REPLY
28 MEMORANDUM IN FURTHER
29 SUPPORT OF ITS MOTION FOR
30 PARTIAL SUMMARY JUDGMENT
(OPPOSED)**

31 DATE: September 26, 2025

32 TIME: 1:30 P.M.

33 JUDGE: Fernando L. Aenlle-Rocha

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1 **Statutes**

2 17 U.S.C. § 512 (c)(3).....20

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1 Plaintiff¹ hereby files this reply memorandum in further support of its
2 motion partial summary judgment (the “Motion”) against defendant TikTok, Inc.
3 (“Defendant”) [D.E. 68 and 69], and states as follows:

4 **INTRODUCTION**

5 While Defendant may attempt to muddy the waters with its attempts to
6 create factual disputes, the facts could not be any clearer, Defendant failed to
7 comply with its obligations under the Digital Millenium Copyright Act
8 (“DMCA”). Defendant was required to expeditiously remove the infringing
9 content on its platform yet chose not to.

10 Defendant, coupled with its actual knowledge and failure to remove the
11 content, materially contributed to the infringements. There can be no genuine
12 dispute of material facts—Defendant is liable for contributory copyright
13 infringement. As such, this Court should grant Plaintiff’s Motion for Partial
14 Summary Judgment.

15 **ARGUMENT**

16 **I. There are no Issues of Material Fact Relating to Plaintiff’s
Ownership of and/or Rights in the Work**

17 While Defendant may prefer to ignore such, Plaintiff established direct
18 infringement in the Work, which encompasses both ownership of the Work as well
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20 _____
¹ Terms not defined herein shall have the meaning ascribed to them in the Motion.

1 as unauthorized copying of the Work.² Plaintiff reincorporates its argument from
2 its Motion and additionally addresses the individual points raised by Defendant
3 below.

4 ***A. Registration No. VAu 1-397-398***

5 Defendant notes that “Registration No. VAu 1-397-398, relating to the
6 Seventeenth Photograph, lists the author and claimant as ‘Michael Grecco,’ not
7 Plaintiff, and indicates that the photo was not a work for hire.”³ While Defendant
8 is correct that Registration No. VAu 1-397-398 identifies Michael Grecco as the
9 author and litigant, Defendant ignores pertinent information. The photograph **was**
10 work made for hire for Plaintiff by Mr. Grecco. Defendant’s citation to Aquarian
11 Found., Inc. proves constructive in making this determination. To determine if
12 disputed works constituted work made for hire under the 1976 Copyright Act, the
13 court applied the following:

14 In accordance with Supreme Court precedent, we apply
15 principles of agency law to determine whether the works
in question were “prepared by an employee within the
scope of his or her employment.” See Cmtv. for Creative

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² Menjivar v. JVCKenwood USA Holdings, Inc., No. CV 24-0448-CBM(AJRx), 2024 U.S. Dist.
17 LEXIS 71349, at *6 (C.D. Cal. Apr. 17, 2024) (quoting Feist Publ’ns, Inc. v. Rural Tel. Serv.
18 Co., 499 U.S. 340, 361 (1991) (“To establish infringement, two elements must be proven: (1)
19 ownership of a valid copyright, and (2) copying of constituent elements of the work that are
20 original.”)).

³ D.E. 80, p. 10.

1 Non-Violence v. Reid, 490 U.S. 730, 738–41 (1989)
2 (interpreting 17 U.S.C. § 101(1)’s definition of a “work
3 made for hire”). Specifically, we refer to Section 228 of
4 the Restatement (Second) of Agency and its three-
5 pronged test that asks whether a work: (1) “is of the kind
6 the employee is employed to perform”; (2) “occurs
7 substantially within the authorized time and space
8 limits”; and (3) “is actuated, at least in part, by a purpose
9 to serve the employer.” U.S. Auto Parts Network, Inc. v.
10 Parts Geek, LLC, 692 F.3d 1009, 1015 (9th Cir. 2012)
11 (cleaned up).

12 Aquarian Found., Inc. v. Lowndes, 127 F.4th 814, 820 (9th Cir. 2025). Here, it
13 cannot be disputed that Mr. Grecco’s photos, despite being registered in his name
14 in the instance of Registration No. VAu 1-397-398 are works made for hire, thus
15 conferring ownership on Plaintiff.

16 1. The Work is of The Kind the Employee is Employed to
17 Perform

18 Mr. Grecco testified that he is an employee of Plaintiff.⁴ Mr. Grecco
19 declared that he is the CEO and sole shareholder of Plaintiff.⁵ He further declared
20 that he is “an award-winning celebrity portrait photographer that is hired by top-
tier media outlets to take photographs of celebrities for magazine covers.”⁶ Plaintiff
maintains a commercial website (<https://grecco.com/>) which describes the
photography services offered by Mr. Grecco, hosts a sample portfolio of

19 ⁴ See the September 12, 2025 Declaration of Jonathan Alejandrino (the “Alejandrino Decl.”),
20 at ¶ 3, Exhibit B, at Grecco Tr. at 56:5-56:24.

⁵ Motion [D.E. 69-3, p.2].

⁶ Id.

1 photographs taken and cinemagraphs created by Mr. Grecco, and invites
2 prospective customers to contact Plaintiff to arrange for a professional photo
3 shoot.⁷ Mr. Grecco is employed by Plaintiff to do a myriad of things as the sole
4 shareholder. Mr. Grecco captures award-winning photographs that can be licensed
5 through Plaintiff. There is no question that capturing photographs, including the
6 Seventeenth Photograph, is exactly the kind of work Mr. Grecco is employed to
7 do.

8 2. The Work Occurs Substantially Within the Authorized Time
9 and Space Limits

10 The Seventeenth Photograph occurred substantially within the authorized
11 time and space limits. Plaintiff was formed in 1998 as “Michael Grecco
12 Photography, Inc.”⁸ At that time, Mr. Grecco transferred the rights with respect to
13 his existing copyrights (pursuant to a written assignment agreement) to Michael
14 Grecco Photography, Inc.⁹ In 2012, the company name was formally changed to
15 Michael Grecco Productions, Inc. to accommodate for the expansion into motion
16 productions in addition to photography.¹⁰ Later, in 2014, Plaintiff created “Michael
17 Grecco Photography” as a d/b/a of Plaintiff.¹¹ The Seventeenth Photograph was
18

19 ⁷ Second Amended Complaint, ¶ 9. See D.E. 46.

20 ⁸ Second Amended Complaint, ¶ 10. See D.E. 46.

⁹ Id.

¹⁰ Id.

¹¹ Id.

1 created in 1980, and registered in 2019. The registration date of the photograph is
2 well within the time frame of Plaintiff's creation.

3. The Work is Actuated, at Least in Part, by a Purpose to Serve the Employer

5 One of Plaintiff's purposes is to license high end photography captured by
6 Mr. Grecco. Without Mr. Grecco's photographs, there would be no work for
7 Plaintiff to license. The creation of photographs by Mr. Grecco is actuated by a
8 purpose to serve Plaintiff.

Because the Seventeenth Photograph is the kind of work Mr. Grecco is
employed to perform; (2) occurred substantially within the authorized time and
space limits; and, (3) was actuated, at least in part, by a purpose to serve Plaintiff,
it goes without saying that—despite how the name designation appears on the
Certificate—the Seventeenth Photograph was a work for hire that Plaintiff owns.

5 Additionally, it is worth noting that, unlike in Aquarian Found., Inc., Mr.
6 Grecco is not disputing Plaintiff's ownership.

4. Ownership was Transferred to Plaintiff

Significantly, to the extent the Court does not wish to determine that the
Seventeenth Photograph is a work made for hire, ownership was transferred from
Mr. Grecco to Plaintiff. Documentation regarding such was in Defendant's

1 possession prior to it raising this issue. Mr. Grecco executed an assignment
2 agreement with Plaintiff in 1998.¹² The transfer agreement specifically stated that
3 Mr. Grecco transferred all rights to his images and copyrights as identified by
4 Exhibit “A” to the Transfer Agreement.¹³ Exhibit “A” included “Michael Grecco’s
5 Photographs, 1980.”¹⁴ The Seventeenth Photograph is included in a group of Mr.
6 Grecco’s photographs that were unpublished from 1980.¹⁵ The right to the
7 Seventeenth Photograph was included in the transfer of rights to Plaintiff.
8

9 Consequently, whether Plaintiff has ownership of the Seventeenth
10 Photograph pursuant to it being a work-for-hire, or because the Seventeenth
11 Photograph was included in the 1998 Assignment Agreement, it is undisputed that
12 Plaintiff has ownership of the Seventeenth Photograph.

13 ***B. The First, Second, Eighth, Ninth, Tenth, Eleventh, Twelfth,
14 Nineteenth, and Twentieth Photographs***

15 Defendant’s argument that Plaintiff transferred its rights in the First, Second,
16 Eighth, Ninth, Tenth, Eleventh, Twelfth, Nineteenth, and Twentieth Photographs
17 is simply baseless. Defendant has provided no documentation nor assignment
18

19

¹² Motion [D.E. 69-3, p.16–22].

20 ¹³ Id.

¹⁴ Id.

¹⁵ Second Amended Complaint. See D.E. 46-9, Exhibit “I”.

1 agreement to support the allegation. While Plaintiff could understand why it would
2 be appealing for Defendant to cite to Michael Grecco Photography, Inc. v. Everett
3 Collection, Inc., 589 F. Supp. 2d 375 (S.D.N.Y. 2008), the holding from that case
4 simply does not apply. In Everett Collecdction, Inc., the court posited:

5 Nonetheless, Everett has not offered any evidence
6 tending to show that the certificates of registration
7 provided by Grecco are invalid, or that Grecco does not
8 in fact own the copyrights in the Images covered by those
9 registrations. And there is considerable evidence
10 (including the various license agreements, which are
discussed below) demonstrating that plaintiff does
indeed own the copyright in these photographs.
Therefore, the Court, in its discretion, will consider the
certificates as *prima facie* evidence of valid copyrights
in the Images.

11 Everett Collection, Inc., 589 F. Supp. 2d at 382. Here, too, Defendant has provided
12 no evidence tending to show that Plaintiff's certificates of registration are invalid.
13 And, when considered in conjunction with the licensing agreements provided, this
14 Court, as the court in Everett Collection, Inc. did, can easily find that the
15 Certificates of Registration establish *prima facie* evidence of valid copyrights.
16 Defendant wants this Court to focus on the issue of exclusivity as was done in
17 Everett Collection, Inc. where "Grecco may well have intended to confer an
18 exclusive license, giving the studios all his § 106 rights except in connection with
19 promoting himself as a photographer. As a result, this issue must go to trial, and
20 summary judgment is denied as to the 'Xena,' 'Sentinel,' and Christian McBride

1 Images.” See Everett Collection, Inc., 589 F. Supp. 2d at 384. However, this is not
2 necessary. Grecco, as explained in Everett Collection, Inc., and here, did not intend
3 (nor did he actually) transfer all rights to create an issue of standing.¹⁶

4 ***C. Copyright to Images Created in 1998 or Later***

5 Plaintiff has ownership of and rights in the Work. Defendant, despite what
6 it would like to present in its Opposition, is well aware that Mr. Grecco testified he
7 is an employee, making their citation to DSAUF no. 112 wholly incorrect. Mr.
8 Grecco is an employee of Plaintiff.¹⁷ To avoid reiteration, Plaintiff incorporates
9 what has already been explained regarding ownership and rights previously within
10 this section.

11 **II. The Uses by Defendant’s Users are Not Fair Use**

12 The alleged infringements of the Work de Defendant’s users do not
13 constitutes fair use. “To determine whether a particular use is ‘fair,’ the statute sets
14 out four factors to be considered: (1) the purpose and character of the use, including
15 whether such use is of a commercial nature or is for nonprofit educational
16 purposes; (2) the nature of the copyrighted work; (3) the amount and substantiality
17 of the portion used in relation to the copyrighted work as a whole; and (4) the effect
18 of the use upon the potential market for or value of the copyrighted work.” See

19
20¹⁶ See generally Alejandrino Decl. at ¶ 3, Exhibit B, at Grecco Tr. at 177:14-177:25.

¹⁷ Id. at ¶ 4, Exhibit B, at Grecco Tr. at 56:5-56:24.

1 Andy Warhol Found. for the Visual Arts, Inc. v. Goldsmith, 598 U.S. 508, 527
2 (2023).

3 ***A. Purpose and Character of the Use***

4 1. The Use was Commercial

5 Defendant opines that the crux of whether a use was commercial is “whether
6 the user stands to profit from exploitation of the copyrights material.” Harper &
7 Row Publishers, Inc. v. Nation Enters., 471 U.S. 539, 562 (1985).

8 Defendant and its users assuredly stand to profit from the exploitation of
9 Plaintiff’s Work. Setting aside whether Defendant itself profited,¹⁸ Defendant
10 testified that users of its platform can make money by being in the creator fund.¹⁹
11 Defendant’s users certainly had the ability to profit from using Plaintiff’s Work
12 without paying the customary price.

13 Defendant’s proposed application of Kelly is misguided (and inconsistent
14 with the actual applicable holding of the case).

15 There is no dispute that Arriba operates its web site for
16 commercial purposes and that Kelly’s images were part
17 of Arriba’s search engine database. As the district court
18 found, while such use of Kelly’s images was
19 commercial, it was more incidental and less exploitative
in nature than more traditional types of commercial
use. Arriba was neither using Kelly’s images to directly
promote its web site nor trying to profit by selling Kelly’s
images. Instead, Kelly’s images were among thousands

20 ¹⁸ Plaintiff has alleged that Defendant profits off its platform.

¹⁹ D.E. 68-2, Exhibit A, Boutros Tr. at 24:7-24:12.

1 of images in Arriba's search engine data-base. Because
2 the use of Kelly's images was not highly exploitative, the
3 commercial nature of the use weighs only slightly
4 against a finding of fair use.

5 Kelly v. Arriba Soft Corp., 336 F.3d 811, 818 (9th Cir. 2003). Defendant focuses
6 on the idea that “the 24 alleged infringements are among *billions* of videos and
7 *millions* of profile pictures on TikTok” so the commercial use could only be
8 incidental at best. By Defendant’s logic, it would never be found liable for
9 infringement because any infringement would be a mere drop in the bucket for the
10 megalith platform. That **cannot** be the applicable rule of Kelly. And notably, Kelly
11 concludes that the use was commercial and weighs in favor of finding against fair
12 use. As Defendant says, “[t]he same is true here.”²⁰ Defendant’s users unauthorized
uses of Plaintiff’s Work weights against a finding of fair use.

13 Defendant, and its users, has a financial interest and benefit from the
14 unauthorized use of the Work. “Direct financial interest exists when a ‘[f]inancial
15 benefit exists where the availability of infringing material acts as a draw for
16 customers.’” BackGrid USA, Inc., 2024 U.S. Dist. LEXIS 103090, *15 (quoting
17 Ellison v. Robertson, 357 F.3d 1072, 1078 (9th Cir. 2004)). “The standard requires
18 a showing of proximate cause between the infringing activity and any financial
19 benefit to the defendant, but that benefit need not be ‘substantial’ in light of the

20 D.E. 80, p. 13.

1 defendant's overall profits." Id. at *15–16 (referencing Ellison, 357 F.3d at 1078–
2 79). Given Defendant's sheer size and impressive overall profits, the financial
3 benefit (which does exist) need not be substantial. Defendant has sizeable
4 advertising revenue.²¹

5 Defendant attempts to weaponize testimony given by Plaintiff's non-
6 30(b)(6) witness. Defendant misses the point. Whether Ms. Yamada testified that
7 if the uses were commercial, a cease and desist would have been sent is
8 inconsequential. Defendant engaged in commercial, unauthorized use of Plaintiff's
9 Work. Given Defendant's DMCA registration, a mere cease and desist would not
10 have been proper. In context of this case, a DMCA takedown notice is a cease and
11 desist by another name. That Defendant chose not to respect the takedown notice
12 in no way diminishes the commerciality.

13 2. The Use was Not Transformative

14 "The creation and use of the thumbnails in the search engine is a fair use."
15 Kelly, 336 F.3d at 815.

16 The Google search engine that provides responses in the
17 form of images is called "Google Image Search." In
18 response to a search query, Google Image Search
identifies text in its database responsive to the query and
then communicates to users the images associated with
the relevant text. Google Image Search provides

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²¹ D.E. 78-3, ¶ 15.

1 search results as a webpage of small images called
2 “thumbnails.”

3 When a user clicks on a thumbnail image, the user’s
4 browser program interprets HTML instructions on
5 Google’s webpage. These HTML instructions direct the
6 user’s browser to cause a rectangular area (a “window”)
7 to appear on the user’s computer screen.

8 Perfect 10, Inc. v. Amazon.com, Inc., 508 F.3d 1146, 1155 (9th Cir. 2007).

9 Defendant misses the point of the ‘thumbnail’ cases it cites. Defendant is not a
10 search engine and a profile picture is not a thumbnail. Whether a profile picture
11 displays a ‘smaller’ version or a photograph, or a lower-quality resolution of the
12 photograph is dependent on the user, and Defendant’s platform itself. The profile
13 pictures are not the by-product of a search engine search result. Plaintiff’s Work
14 being used as profile pictures on Defendant’s platform by its users is not
15 transformative.

16 3. The Use of Asserted Works in Videos with Added
17 Commentary, Editing, and Other Elements is Transformative

18 In Livingly Media, the court found that “[c]onsidering commerciality and
19 transformativeness together, the Court finds the first factor weighs slightly in favor
20 of fair use.” Michael Grecco Prods. v. Livingly Media, No. CV 20-0151 DSF
21 (JCx), at 27–28 (C.D. Cal. Apr. 16, 2021). This was a holistic determination. The
22 court did not explicitly hold that the use was transformative. Moreover, a pertinent

1 fact Defendant ignores is that *unlike* Defendant, “on being notified of the
2 infringement, Livingly replaced the Photographs.” Id. at 28.

3 Additionally, “[the Court finds the fourth factor weighs against a finding of
4 fair use. Because the relevant facts are undisputed and the majority of the factors
5 weigh against a finding of fair use, the Court **GRANTS** summary judgment to
6 MGP on Livingly’s fair use defense.” Id. at 31 (emphasis added). Plaintiff agrees
7 with Defendant that this Court should find as the court in Livingly Media did.

8 As stated in the seminal case on fair use:

9 Copying might have been helpful to convey a new
10 meaning or message. It often is. But that does not suffice
11 under the first factor. Nor does it distinguish AWF from
12 a long list of would-be fair users: a musician who finds
13 it helpful to sample another artist’s song to make his
14 own, a playwright who finds it helpful to adapt a novel,
15 or a filmmaker who would prefer to create a sequel or
spinoff, to name just a few. As Judge Leval has
explained, “[a] secondary author is not necessarily at
liberty to make wholesale takings of the original author’s
expression merely because of how well the original
author’s expression would convey the secondary
author’s different message.” Authors Guild, 804 F. 3d, at
215.

16 Andy Warhol Found. for the Visual Arts, Inc., 598 U.S. at 547–548. Defendant,
17 nor its users, have provided a single justification, let alone a compelling one of
18 why Defendant or its users were entitled to use Plaintiff’s Work. **Because they**
19 **were not**. Defendant wants this Court to determine that any minutiae of added text,
20 sound, color, etc. somehow transforms the Work. Defendant’s ask of this Court

1 stands contrary to the direction provided by the Supreme Court: “[t]he court
2 correctly rejected the idea that any secondary work that adds a new aesthetic or
3 new expression to its source material is necessarily transformative.” The use by
4 Defendant’s users were not transformative nor justified.

5 ***B. The Nature of the Copyrighted Work***

6 Defendant spends little time explaining why the second factor should weigh
7 in favor of fair use. As Plaintiff identified in its Motion, “[t]he second factor in the
8 fair use analysis ‘recognizes that creative works are closer to the core of intended
9 copyright protection than informational and functional works.’” Walking Mt.
10 Prods., 353 F.3d at 803 (quoting Dr. Seuss Enters., L.P. v. Penguin Books USA,
11 Inc., 109 F.3d 1394, 1402 (9th Cir. 1997) (internal quotations omitted)).
12

13 Defendant itself directs this Court to Monge v. Maya Magazines, Inc., 688
14 F.3d 1164 (9th Cir. 2012), a case where photographs of celebrities were determined
15 to be “marginally creative.” There is no qualifying threshold of *how* creative a
16 photograph must be once it is determined to be creative. The Work at bar is not
17 factual, but creative. While courts have traditionally found this factor to not be the
18 most heavily weighted in a fair use analysis, this factor would weigh in favor of
19 Plaintiff, as the Work is creative.
20

1 ***C. The Amount and Substantiality of the Portion Used***

2 “The third factor looks to the quantitative amount and qualitative value of
3 the original work used in relation to the justification for that use.” Seltzer v. Green
4 Day, Inc., 725 F.3d 1170, 1178 (9th Cir. 2013). Whether one of Plaintiff’s
5 photographs was cropped is not indicative of fair use.²² Defendant’s users utilized
6 substantial portions of the Work that is clearly identifiable from a comparison to
7 the Work. As already addressed, the use of the Work was not transformative.
8 Accordingly, the third factor does not support a finding of fair use, either.

9 ***D. The Effect of the Use Upon the Potential Market***

10 “[O]ne need only show that if the challenged use ‘should become
11 widespread, it would adversely affect the potential market for the copyrighted
12 work.’” Harper & Row, 471 U.S. at 568 (quoting Sony Corp. of America v.
13 Universal City Studios, Inc., 464 U.S. 417, 451 (1984)). “[A]llowing websites to
14 post copyrighted material without a license merely because the market for the
15 material has gone cold would pose a substantial threat to the licensing market in
16 general.” See Golden v. Michael Grecco Prods., Inc., No. 19-CV-3156 (NGG)
17 (RER), 524 F. Supp. 3d 52, 2021 WL 878587, at *5 (E.D.N.Y. Mar. 9, 2021).

19

20 ²² Hirsch v. CBS Broad. Inc., 2017 U.S. Dist. LEXIS 123468, at *8 (S.D.N.Y. Aug. 4, 2017)
([E]ven though a fair amount of the Photo is cropped out, the average lay observer would
recognize it as a copy.”).

1 Plaintiff is selective about what photographs get licensed and to whom for
2 the purpose of not wanting to undermine the market.²³ Plaintiff has no way to
3 control how its photographs operate in the market when the photographs are being
4 infringed and may lose licensing revenue.²⁴

5 Defendant spends much of its time criticizing Plaintiff or misconstruing
6 facts. While Defendant would prefer to distract the Court with its baseless claims
7 of “failure to adduce evidence,” its ill-fated attempts cannot dispute what is
8 actually fact. The infringements cause market harm, and Defendant has *willingly*
9 and *consciously* chosen to allow the infringements to continue. Plaintiff has a right
10 to license its Work.

11 When viewed in totality, the four fair use factors all militate toward a finding
12 in favor of Plaintiff and against a finding of fair use.

13 III. Defendant Committed Contributory Infringement

14 Much like a broken record, Defendant repeats its story of ineffective
15 takedown notices. *Not so.* Defendant received compliant DMCA takedown notices
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²³ D.E. 68-2, Exhibit B, at Grecco Tr. at 321:14-321:25.

²⁴ D.E. 68-2, Exhibit B, at Grecco Tr. at 133:12-134:1.

1 and has had every opportunity to comply. Notably, Plaintiff's takedown notices
2 were addressed and submitted to Defendant's designated DMCA email address.²⁵
3 Defendant maintains that fair use was not considered by Plaintiff, ergo the
4 takedown notices were insufficient. This belief is **not** supported by the record.
5 Plaintiff unequivocally considered fair use before sending its DMCA takedown
6 notices. Plaintiff has complied with *all* of 17 U.S.C. § 512 (c)(3)'s requirements.
7 Plaintiff's takedown notices sent to Defendant via its designated DMCA email
8 address: copyright@tiktok.com²⁶ each contained the required information,
9 including: the identity of the copyrighted work; the location of the infringing
10 material; and, a statement of good faith.²⁷ Plaintiff (or an agent authorized to act
11 on behalf of Plaintiff) subjectively considered whether the use of each photograph
12 by Defendant's users were fair use.²⁸ Plaintiff did not subjectively believe the uses
13 to be fair use, and as such, sent out its **compliant** DMCA takedown notices.²⁹

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15 ²⁵ D.E. 68-2, Exhibit A, Boutros Tr. at 47:9-47:17; 53:13-53:17; 56:16-56:21; 57:14-57:19;
16 59:9-59:14; 60:5-60:9; 61:1-61:5; 62:6-62:11; 69:15-69:21; 70:18-70:23; 71:16-71:21; 72:16-
17 72:20; 73:12-73:16; 74:10-74:14; 75:7-75:11; 76:4-76:8; 76:24-77:3; 77:22-77:25; 78:16-78:20;
79:8-79:13; 80:6-80:10; 81:3-81:7; 81:25-82:4; 82:22-83:2; see also D.E. 68-3, Declaration of
Michael Grecco (the "Grecco Decl."), at ¶ 35.

18 ²⁶ D.E. 68-2, Exhibit A, Boutros Tr. at 47:9-47:17; 53:13-53:17; 56:16-56:21; 57:14-57:19; 59:9-
59:14; 60:5-60:9; 61:1-61:5; 62:6-62:11; 69:15-69:21; 70:18-70:23; 71:16-71:21; 72:16-72:20;
73:12-73:16; 74:10-74:14; 75:7-75:11; 76:4-76:8; 76:24-77:3; 77:22-77:25; 78:16-78:20; 79:8-
79:13; 80:6-80:10; 81:3-81:7; 81:25-82:4; 82:22-83:2.

19 ²⁷ D.E. 68-3, Grecco. Decl., at ¶ 36, Composite Exhibit B.

20 ²⁸ D.E. 78-2, Exhibit B, Grecco Tr. at 212:20-213:12.

²⁹ D.E. 78-2, Exhibit B, Grecco Tr. at 212:20-213:12; D.E. 78-3, Grecco Decl., at ¶¶ 12, 13, 14.

1 Each of the DMCA takedown notices was reviewed by Mr. Grecco
2 (Plaintiff's sole owner) or someone else authorized to review it on Plaintiff's
3 behalf.³⁰ For each infringement, and prior to the DMCA takedown notice being
4 sent, Mr. Grecco or someone else authorized on Plaintiff's behalf formed a good-
5 faith belief that the infringement was not fair use.

6 And, as Plaintiff identified in both its Motion and its Opposition
7 Memorandum to Defendant's Motion for Summary Judgment, Defendant's
8 knowledge (if somehow not conferred by the takedown notices) was certainly
9 evidence the instant the complaint was filed. Defendant's actual knowledge is
10 established by the service of the Complaint. Defendant was served the Complaint
11 on June 14, 2024.³¹ The Complaint contains screenshots and links to the infringing
12 materials. [REDACTED]

13 [REDACTED]
14 [REDACTED] ³² Evidently, Defendant believed it should
15 not remove the content. Defendant has been on notice about the infringements for
16 well over a year and has deliberately and consistently chosen not to comply with

17
18
19 ³⁰ D.E. 78-3, Grecco Decl., at ¶¶ 13, 14; D.E. 78-2, Exhibit B, at Grecco Tr. at 209:8-210:8
20 ³¹ Proof of Service [D.E. 11].

³² D.E. 68-2, Exhibit A, at Boutros Tr. at 19:23-20:5; 94:7-94:20; 111:21-112:4; 112:10-
17;125:23-126:8; 127:1-127:8; D.E. 68-2, Exhibit D, No. 12.

1 the DMCA requirements. Thus, it is indisputable that Defendant has actual
2 knowledge.

The expeditious removal requirement was unequivocally triggered, and no matter how many ways Defendant would like to pretend it had no obligation to act, ***it did***. Ultimately, Defendant had actual knowledge of the infringements, materially contributed to the infringements, and failed to engage its simple measures to remove the infringements. No matter what the perspective, the outcome remains: Defendant is liable for contributory infringement.

CONCLUSION

10 For the foregoing reasons, Plaintiff respectfully request that the Court enter
11 an Order: (a) granting its Motion,³³ and (b) for such further relief as the Court
12 deems proper.

LOCAL RULE 11-6.2 CERTIFICATE OF COMPLIANCE

15 The undersigned, counsel of record for Plaintiff, certifies that this brief
16 contains 4,591 words, which complies with the word limit of L.R. 11-6.1.

³³ The sole remaining issue for trial on Plaintiff's claim for contributory infringement would thus be damages.

Dated: September 12, 2025.

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CERTIFICATE OF SERVICE

I hereby certify that on September 12, 2025, I electronically filed the foregoing document with the Clerk of the Court using CM/ECF, which will electronically serve all counsel of record.

/s/ Lauren M. Hausman
Lauren M. Hausman, Esq.